



HOME SELLER NEGOTIATION SECRETS!

Buyers and sellers alike have the chance to negotiate the sale of a home. Get all the insight on how to pull this off in a way that's a win-win for everyone!



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Negotiations are typically part of a home buying or home selling process. Read on to learn more about how to come to the table with winning arguments to score the best deal.

IN HERE, YOU'LL FIND:

- Tips to be 100% organized and qualified
- The questions to ask
- What's up for negotiation
- Negotiation tips



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TIPS TO BE 100% ORGANIZED AND APPROVED

First, if you're going to have a leg to stand on in negotiations, you need to have your ducks in a row.

IF YOU ARE A HOME SELLER, YOU SHOULD:

- ✓ Set the right home price
- ✓ Have your home ready to show
- ✓ Know your responsibilities
- ✓ Have terms in mind



KEY IDEAS

- Set your list price based on current comps provided by your REALTOR®
- Use open houses to foster competition, virtual or in-person depending on current conditions
- Use counteroffers with expiration dates
- Talk to your REALTOR® about different options for counteroffers and concessions



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THE QUESTIONS TO ASK AND PARTICIPATING LENDERS

Investigative work is the second step in a negotiation that lands you on top. Here are the right questions to ask if you are the home seller.

SELLER

- **Who are you negotiating with: what is their financial position?**
- **What strategic concessions are you willing to make?**
- **What comps (other homes for sale) are you up against in your area?**
- **What do you have to negotiate with?**
- **What are your non-negotiables?**

3 POSSIBLE GOALS



1. Create a bidding war



2. Drive urgency



3. Make more money



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WHAT'S UP FOR NEGOTIATION?

As you enter this stage of a home sale or purchase, it's important to know that it's not just the price of the home that's up for negotiation. In fact, home negotiations can include a huge range of items that have personal or case-specific value.



Price



CONTINGENCIES



TERMS



OCCUPANCY



FURNITURE



REPAIRS



**EQUIPMENT
OR TOOLS**



CLOSING COSTS



FEES

Sometimes, negotiations will occur after an inspection. If essential repairs are identified, these can be included in a negotiation about home price or closing costs.



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NEGOTIATION TIPS

Negotiations will happen through your REALTOR®, who plays a vital role. Home sellers and buyers have a lot of opportunities to drive the conversation that occurs between real estate professionals.

Here are some negotiation tips:

THE BASICS

- Know how to receive an offer and what your options are
- Set a bottom line price you'll accept
- Remember that price is not everything
- Set intentions and goals for your negotiations
- Understand contingency clauses and offers

The goal for everyone is a win-win deal.

Most important tip: collaborate with a qualified agent who will guide you through this process



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READY TO CONNECT?

**I'M HERE TO HELP YOU NAVIGATE
NEGOTIATION THAT HAS OPTIMAL RESULTS
FOR YOUR HOME SALE!**

**Here is my contact info: reach out
and we'll get started right away!**



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